

ABSTRAK

STRATEGI DINAS KOPERASI DAN UKM KOTA BANDAR LAMPUNG DALAM MENINGKATKAN KEGIATAN USAHA PELAKU USAHA MIKRO KECIL DAN MENENGAH (UMKM) PASCA PANDEMI COVID-19

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Dampak pandemi Covid-19 yang mengakibatkan menurunnya kegiatan usaha berbagai sektor salah satunya sektor UMKM di kota Bandar Lampung, yang mana sektor UMKM berperan penting dalam kemajuan ekonomi di kota Bandar Lampung. Oleh sebab itu diperlukannya strategi yang efektif untuk mengatasi permasalahan tersebut.

Penelitian ini bertujuan untuk mengetahui strategi Dinas Koperasi dan UKM kota Bandar Lampung dalam meningkatkan kegiatan usaha pelaku UMKM pasca Pandemi Covid-19, dengan berdasarkan pada indikator teori strategi oleh Richard P Remuld yang terdapat 3 indikator yaitu Diagnosis, Kebijakan penuntun, dan Tindakan koheren. Metode yang digunakan yaitu dengan teknik pengumpulan data observasi, wawancara, dan dokumentasi

Hasil penelitian menunjukkan bahwa Dinas Koperasi dan UKM Kota Bandar Lampung berupaya membuat strategi kebijakan untuk mengoptimalkan dan meningkatkan aksesibilitas dalam pembiayaan dan bantuan dana sebagai bentuk meningkatkan kegiatan pemasaran dengan menyiapkan strategi seperti melaksanakan kegiatan sosialisasi, pelatihan, membuat program bantuan modal bagi pelaku usaha UMKM, serta memberikan wadah bagi pelaku usaha UMKM untuk melakukan kegiatan usahanya.

Kata Kunci: Strategi Kebijakan, UMKM, Pandemi Covid-19

ABSTRACT

STRATEGY OF THE SERVICE OF COOPERATIVES AND SME'S IN BANDAR LAMPUNG CITY IN IMPROVING THE BUSINESS ACTIVITIES OF SMALL AND MEDIUM MICRO ENTERPRISES (MSMEs) POST- COVID-19 PANDEMIC

By

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The impact of the Covid-19 pandemic which has resulted in a decline in business activities in various sectors, one of which is the UMKM sector in the city of Bandar Lampung, where the UMKM sector plays an important role in economic progress in the city of Bandar Lampung. Therefore, an effective strategy is needed to overcome these problems.

This study aims to determine the strategy of the Bandar Lampung City Cooperatives and UKM Office in increasing the business activities of UMKM actors after the Covid-19 pandemic, based on the strategic theory indicators by Richard P Remuld which there are 3 indicators, namely Diagnosis, Guiding Policies, and Coherent Actions by adjusting with the conditions at the Department of Cooperatives and UKM in Bandar Lampung and UMKM business actors. The method used is the technique of collecting data from observations, interviews, and documentation

The results showed that by paying attention to the research indicators there were obstacles regarding budget funds that made various activities not realized. Therefore the Department of Cooperatives and UKM Bandar Lampung has prepared strategies such as carrying out socialization activities, training, making capital assistance programs for UMKM business actors, as well as providing a forum for UMKM business actors to carry out their business activities.

Keywords: Policy Strategy, UMKM, Covid-19 Pandemic